

Dreamland Events Operational Narrative– 28 January 2023

From the outset, the Head of Live Entertainment has to be mindful of ensuring that the bookings made for Dreamland fall within parameters set by the conditions, which, as suggested by the EHOs, involve multiple different sound levels in different circumstances. It is nearly impossible to book shows for the year in advance based upon quotas of shows that have to meet tighter restrictions. The shows that fall outside those restrictions might only be thirty minutes longer or 5dB difference, but would still breach the condition. This might mean Dreamland having to refuse a booking for a very high profile act, purely on the basis of uncertainty, which is unviable. It may also mean that acts refuse to be booked, because they cannot confirm what will be required of them, well in advance. Put simply, the lack of consistency in the conditions will not serve the community in real terms, and simply constitutes a micromanaging of the licence that is impractical and unnecessary. The Sound Management Plan, which will be agreed with EH will contain the detail of the control of events, and can be tailored over time if changes are agreed to be necessary. Excessive prescription built into the licence is to be avoided.

Condition 7 requires a “qualified” acoustician to conduct monitoring. This is unnecessary and disproportionately expensive. Much monitoring can be done by those who are suitably trained and competent, but do not have the formal qualifications of an acoustician, which commands a much higher fee. The Operators are entirely able to deploy suitable individuals to undertake the different levels of work required, including qualified acousticians where appropriate.

Condition 9 – Sound limiting device. This is an additional requirement beyond the current licence conditions, and is impracticable. The speakers already have inbuilt limiters, which are competently set by the operators, and about which there has never been any complaint. An external limiter affects the sound quality and experience, and would particularly impact upon the artistic output of DJ's.

Condition 10 requiring an acoustic report and consequent works for the entire premises (which comprises the entirely Dreamland site) is entirely disproportionate and financially unviable. Such a report might make extremely extensive recommendations, running to tens of thousands of pounds, and the proposition that all such works should be done before the licence can be used is entirely unworkable and unreasonable. The licence currently operating without any such report or works, and no such demand has hitherto been forthcoming. The Applicant maintains that the level of complaints generated over time has been low, and very focussed, and cannot be used to justify the very extensive and expensive interventions suggested by EH.

This application for a consolidated and extended licence would not be made unless the elements applied for were not all carefully considered and necessary for the ongoing financial viability of Dreamland. The numbers and types of events, and the parameters within which they need to operate have been carefully assessed, with the location of Dreamland firmly in mind, including the residential aspects, and the application is commercially necessary, not speculative.